



LORI E. MacWILLIAMS
Chain Accounts Manager

12323 Plaza Drive
Parma, OH 44130
216/676-0067
216/676-1878 (Fax)

July 7, 1993
LEM-227-93

Roger C. Farmer

Re: *Sales Merchandiser*

Dear Roger:

Enclosed are photos of mass displays installed at First National Supermarkets three (3) VIX stores during the week of June 21, 1993. Following is brief write up:

Fighter "Pilots" In Cleveland

Cleveland Chain Accounts Manager/Lori MacWilliams teamed up with National Manager-Forsyth Tobacco/Jim Piscitelli during the heat of the "Price Wars" in Cleveland, Ohio.

Mass displays were installed on end-caps in three (3) VIX mass discount stores owned by First National Supermarkets. Their plan to watch "Pilot" retail sales fly while keeping Philip Morris brands on the ground, worked! An extra 256 cases of Pilot were sold. In addition, floor base displays featuring Winston \$4.00 product and Camel buy-one-get-one frees were placed.

Cordially,

Lori E. MacWilliams

LEM/ccs
Enclosures
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